

Rep Order# 9802647  
EC'd No

Ver# 1  
Status New

Traffic Order#

Printed: 08/23/2012 2:26 PM  
Last Received: 08/23/2012 12:21 PM  
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL  
Advertiser ( ) POLITICAL  
Product BUCHANAN FOR CONGRES  
Estimate# 372  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //372  
Flight Dates 09/06/2012 - 09/12/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---  
VERN BUCHANAN FOR CONGRESS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---  
NEW BUCHANAN ORDER  
PLEASE CNFM, THANKS

| LT | Ln | Day  | Time      | Program | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|-----------|---------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | 1  | TH-F | 6A-7A     | NEWS    | :30 | \$175.00 | 09/06-09/07 | 1          | 1          | 1           | \$175.00   |         |
|    | 2  | TH-F | 7A-9A     | GMA     | :30 | \$225.00 | 09/06-09/07 | 1          | 1          | 1           | \$225.00   |         |
|    | 3  | TH-F | 5P-530P   | NEWS    | :30 | \$225.00 | 09/06-09/07 | 2          | 1          | 2           | \$450.00   |         |
|    | 4  | TH-F | 530P-6P   | NEWS    | :30 | \$300.00 | 09/06-09/07 | 1          | 1          | 1           | \$300.00   |         |
|    | 5  | TH-F | 6P-630P   | NEWS    | :30 | \$550.00 | 09/06-09/07 | 1          | 1          | 1           | \$550.00   |         |
|    | 6  | M,W  | 6A-7A     | NEWS    | :30 | \$175.00 | 09/10-09/12 | 2          | 1          | 2           | \$350.00   |         |
|    | 7  | M,W  | 7A-9A     | GMA     | :30 | \$225.00 | 09/10-09/12 | 1          | 1          | 1           | \$225.00   |         |
|    | 8  | M,W  | 530P-6P   | NEWS    | :30 | \$300.00 | 09/10-09/12 | 2          | 1          | 2           | \$600.00   |         |
|    | 9  | M,W  | 6P-630P   | NEWS    | :30 | \$550.00 | 09/10-09/12 | 2          | 1          | 2           | \$1,100.00 |         |
|    | 10 | M,W  | 11P-1135P | NEWS    | :30 | \$425.00 | 09/10-09/12 | 2          | 1          | 2           | \$850.00   |         |

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Agency C/P1/P2/E //372  
Flight Dates 09/06/2012 - 09/12/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---REPORT TOTALS---

Report Totals: 15 / \$4,825.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$4,825.00  
Sales Totals: 15 / \$4,825.00  
Station Totals: 15 / \$4,825.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |         |         |         |         |         |           |
|---------------|---------|---------|---------|---------|---------|-----------|
| Market Totals | \$4,825 | CABL 0% | UNKN 0% | WBSV 0% | WFLA 0% | WFTS 0%   |
|               |         | WTOG 0% | WTSP 0% | WTTA 0% | WTVT 0% | WWSB 100% |

Books null  
Demos RA35+

CONTRACT



WWSB  
1477 Tenth Street  
Sarasota, FL 34236  
(941)552-0777

And:

MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE  
SUITE 306  
TOWSON, MD 21266

|  |   |  |
|--|---|--|
| <b>Contract / Revision</b><br>31544 /        |   | <b>Alt. Order #</b><br>09802647                        |
| <b>Product</b><br>372/BUCHANAN FOR CONGRES   |   |  |
| <b>Contract Dates</b><br>09/06/12 - 09/12/12 |   | <b>Est. #</b><br>372                                   |
| <b>Advertiser</b><br>VERN BUCHANAN           |   | <b>Original Date / Revision</b><br>08/23/12 / 08/23/12 |
| <b>Billing Cycle</b><br>EOM/EOC              | <b>Billing Calendar</b><br>Broadcast      | <b>Cash/Trade</b><br>Cash                              |
| <b>Station</b><br>WWSB                       | <b>Account Executive</b><br>BRAD PHILLIPS | <b>Sales Office</b><br>Washington DC                   |
| <b>Special Handling</b>                      |   |  |
| <b>Demographic</b><br>Adults 35+             |   |  |
| <b>IDB#</b><br>8021                          | <b>Advertiser Code</b>                    | <b>Product Code</b>                                    |
| <b>Agency Ref</b>                            |   | <b>Advertiser Ref</b>                                  |

| *Line  | Ch | Start Date        | End Date        | Description          | Start/End Time    | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|--------|----|-------------------|-----------------|----------------------|-------------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1    | 7  | 09/06/12          | 09/07/12        | ABC 7 Sunrise News @ | 6a-7a             |      | :30    |                   |             | NM   | 1     | \$175.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/03/12          | 09/09/12        | ---TF--              |                   |      |        | 1                 | \$175.00    |      |       |            |
| N 2    | 7  | 09/06/12          | 09/07/12        | Good Morning America | 7-9a              |      | :30    |                   |             | NM   | 1     | \$225.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/03/12          | 09/09/12        | ---TF--              |                   |      |        | 1                 | \$225.00    |      |       |            |
| N 3    | 7  | 09/06/12          | 09/07/12        | ABC 7 News at 5p     | 5-530p            |      | :30    |                   |             | NM   | 2     | \$450.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/03/12          | 09/09/12        | ---TF--              |                   |      |        | 2                 | \$225.00    |      |       |            |
| N 4    | 7  | 09/06/12          | 09/07/12        | ABC 7 News at 530p   | 530-6p            |      | :30    |                   |             | NM   | 1     | \$300.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/03/12          | 09/09/12        | ---TF--              |                   |      |        | 1                 | \$300.00    |      |       |            |
| N 5    | 7  | 09/06/12          | 09/07/12        | ABC 7 News at 6p     | 6-630p            |      | :30    |                   |             | NM   | 1     | \$550.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/03/12          | 09/09/12        | ---TF--              |                   |      |        | 1                 | \$550.00    |      |       |            |
| N 6    | 7  | 09/10/12          | 09/12/12        | ABC 7 Sunrise News @ | 6a-7a             |      | :30    |                   |             | NM   | 2     | \$350.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/10/12          | 09/16/12        | M-W----              |                   |      |        | 2                 | \$175.00    |      |       |            |
| N 7    | 7  | 09/10/12          | 09/12/12        | Good Morning America | 7-9a              |      | :30    |                   |             | NM   | 1     | \$225.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/10/12          | 09/16/12        | M-W----              |                   |      |        | 1                 | \$225.00    |      |       |            |
| N 8    | 7  | 09/10/12          | 09/12/12        | ABC 7 News at 530p   | 530-6p            |      | :30    |                   |             | NM   | 2     | \$600.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/10/12          | 09/16/12        | M-W----              |                   |      |        | 2                 | \$300.00    |      |       |            |
| N 9    | 7  | 09/10/12          | 09/12/12        | ABC 7 News at 6p     | 6-630p            |      | :30    |                   |             | NM   | 2     | \$1,100.00 |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/10/12          | 09/16/12        | M-W----              |                   |      |        | 2                 | \$550.00    |      |       |            |
| N 10   | 7  | 09/10/12          | 09/12/12        | M-Sun ABC 7 News at  | M-F 11-1135p / Sa |      | :30    |                   |             | NM   | 2     | \$850.00   |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week:  |    | 09/10/12          | 09/16/12        | M-W----              |                   |      |        | 2                 | \$425.00    |      |       |            |
| Totals |    |                   |                 |                      |                   |      |        |                   |             |      | 15    | \$4,825.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 08/27/12 - 09/12/12 | 15         | \$4,825.00   | \$4,101.25 |
| Totals              | 15         | \$4,825.00   | \$4,101.25 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WWSB**  
1477 Tenth Street  
Sarasota, FL 34236  
(941)552-0777

|  |                                      |  |
|--|--------------------------------------|--|
| <u>Contract / Revision</u><br>31544 /        |                                      | <u>Alt. Order #</u><br>09802647                        |
| <u>Contract Dates</u><br>09/06/12 - 09/12/12 | <u>Product</u><br>372/BUCHANAN FOR C | <u>Est. #</u><br>372                                   |
| <u>Advertiser</u><br>VERN BUCHANAN           |                                      | <u>Original Date / Revision</u><br>08/23/12 / 08/23/12 |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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